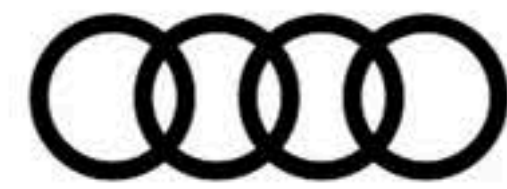


# I, ROBOT 2025

WaldBranding Work Cases

bold  
& meaningful  
brand  
experiences.



DAIMLER

PORSCHE



hey car



SCHAEFFLER



share



DKB

O<sub>2</sub>



Gabor



MEDIA - SATURN



Andrea Wald  
**BRAND DIRECTOR,**  
**AI VISUAL DIRECTOR**

Brand Building, Brand Experience,  
Brand Identity across all medias,  
High-end professional, Creative Lead,  
from Strategy to Implementation

*Clients: Share, Audi, Carlsberg,  
Bertelsmann, Tyde & BMW, Renault, Dr.  
Oetker, Lamy, Transdev, Porsche, Vodafone,  
Gabor, Media Saturn, Aldi*

*Agencies: Serviceplan, Mutabor, Uniplan,  
Jung von Matt, Innocean, DDB, McKinsey,  
BCGDV, IXDS/PWC, Diconium, Pacific  
UEG, Monks, Endava, Parasol Islands*

Surfer, Runner, Tennis Player,  
Classic Car Influencer

## MILESTONES

### 2x Audi Brand Identity

- *Two times: Brand Identity Development for the AUDI Brand, on behalf of Strichpunkt and Mutabor Design.*

### Cross-Platform Campaigns

- *e.g. AUDI A1, VW Beetle 360°, Mercedes SUV Digital, Genesis Europe Launch, Audi 100 years, BMW 100 years, Car2Go, Passat CC, Porsche Cayenne, Deutsche Post, Renault*

### Head of Unit for Volkswagen

- *Conception of Brand Campaigns and Product Catalogues: Unit Creative Lead for DDB Berlin*

### Brand Advisor for McKinsey

- *On site with the client Techniker Krankenkasse/ McKinsey, working on “Rethinking the customer experience”: UX/UI Design, Workshops, Customer Journeys, App Design, Customer Surveys*

### Brand Identities for many Startups

- *Designing Brand Identities for Incubators or companies, like German-Tech, PropTech1 Ventures, BCGDV, IXDS PWC, Endava, Bertelsmann, Telekom, BMW/Tyde, Dr. Oetker*

### Fairs, Events, Dealer Conferences

- *Dealer Conferences and Events for Audi, VW, Hyundai, BMW*
- *12 years Experience in Sport Event Communication*
- *Shop Designs, eg. for Audi, Gabor, O2*

### AITO Brand Identity

- *Building the CI for AITO/Huawei, bringing the chinese car manufacturer to the top in China. For GraftBrandlab.*

### Kia Sportage Campaign

- *Product launch campaign in 2022 for Kia's most successful vehicle model – the Kia Sportage – contributing to its best sales year to date. Executed for Innocean.*



# Work Cases Gen AI

















































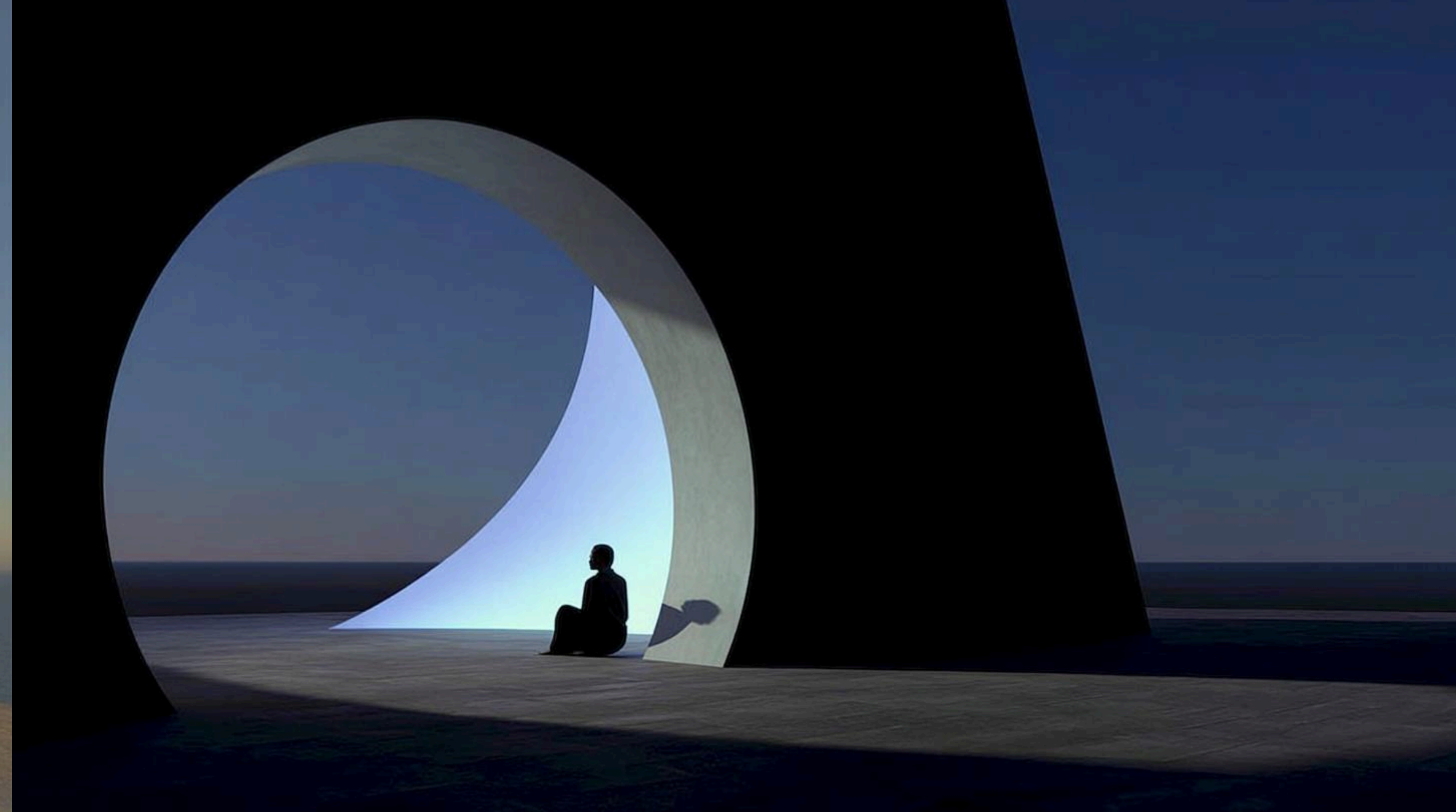




















Andrea Wald  
**BRAND DIRECTOR,**  
**AI VISUAL DIRECTOR**

+49 1797010632

a.wald@waldbranding.com

Hello there,

- As a freelance Creative Director of multimedia brand experiences working in **advertising and brand building for 18+ years**, I am focussed on **bold, high-impact and user-centric solutions**.
- I specialize in transforming initial client briefs into innovative concepts and overseeing their journey to final production, ensuring every detail reflects creative excellence.
- Passionate about pushing boundaries, I actively pursue opportunities to innovate, challenge norms, and deliver impactful results.
- Throughout my career I've built and managed **international teams in-house and at agencies** to build brands and brand experiences with trust, efficiency and transparency.
- Whether working **with startups or global corporations, agencies or direct clients**, I can take the lead on any project, seamlessly integrate into any team, or provide support with a flexible, on-demand team.



## This is what my clients say...

*“Andrea is a one of a kind world-class brand designer, I have ever worked with in my 20 years on board- and c-level projects for small and large projects internationally. She has profound professional experience and extraordinary design skills. She always delivers best-in-class work no matter what domain or segment.”*

*Vanessa Schmoranzer, Partner,  
Diconium (Volkswagen Group)*

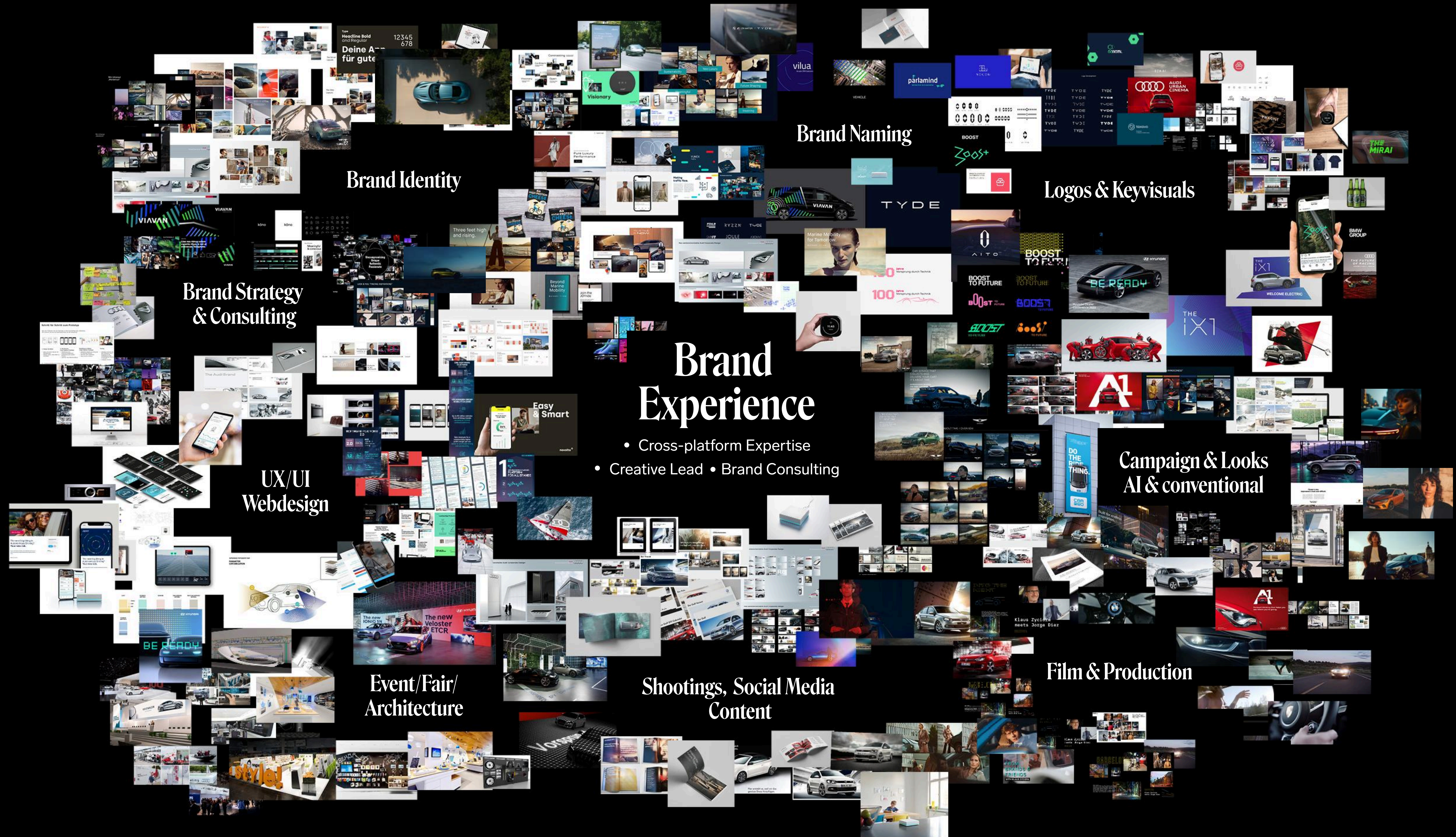
*“Andrea is an exceptional designer. She combines pragmatism with conceptual excellence. She has one of the best design handwritings and brings topics forward. For us, she is one of us. Andrea is always a safe bet.”*

*Susanne Plümecke,  
European COO, Innocean*

## Spectrum

Brand Identity	Design
Brand Strategy	Production
Brand Consulting	Shootings
Keyvisuals	Prompt Design
Type Design	Key Messaging
Brand Architecture	Integrated Ad
Brand Naming	Campaigns
Communication	Social Media
Design	Concept
Look & Feels	Employer Branding
Gen Ai & Visual AI	Information Design
Brand Experience	Manuals/
Campaigns	Guidelines
Website Design	Signage
Digital Products /	Location Scouting
UX/UI	POS
Illustration Design	Exhibition





Brand Identity

Brand Naming

Logos & Keyvisuals

Brand Strategy  
& Consulting

Brand  
Experience

- Cross-platform Expertise
- Creative Lead • Brand Consulting

UX/UI  
Webdesign

Campaign & Looks  
AI & conventional

Event/Fair/  
Architecture

Shootings, Social Media  
Content

Film & Production



# FOR YOUR EYES ONLY

[www.waldbranding.com](http://www.waldbranding.com)

Andrea Wald

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